

# Displaysense Break Down International Communications Barriers



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Displaysense has been carrying out big changes to its European online advertising campaigns in order to meet the demands of its international customers to ensure they are being sent through appropriate pages and products.

According to Displaysense, the UK's leading supplier of [display cabinets](#) and [mannequins](#), many companies are not tackling all of the issues surrounding international language barriers and could be missing out on business as a result.

Due to the success of the company's European website Displaysense.com, Displaysense has been bombarded over recent months with more and more seemingly unusual enquiries for products, which has largely been due to poor translation and misunderstanding of products and their purpose.

The company's sales team has faced strange requests over the past year, including a customer from France searching for a 'naked female model', when they meant mannequin, and a lady from Germany enquiring "if your Fach came with screws", with 'Fach' meaning 'shelf' in German. They have also dealt with partial translations from European customers, such as the Polish customer who was looking for some cack stands, when they meant [cake stands](#).

In order to better service their international customers and avoid further embarrassment to the Displaysense sales team, keyword translations are to be added to the website's search tool. As in the example of the [shelving unit](#), the search tool will direct foreign users who use such phrases or words to the correct product and provide the facility to pay in Euros rather than sterling.

Steve Whittle, the marketing manager at Displaysense commented: "This is only the start of our international "driving business forward" campaign,

where we shall aim to optimise our European site to offer the best in customer search results and the products put before them. Eventually we would hope to offer domain specific sites that are fully translated, but that is some time off yet."

With changes in global trade impacting upon all forms of businesses on a day to day basis, Displaysense has recognised that it is now more important than ever to ensure that communication barriers are broken down and businesses focus their strategies upon the wider world.

**About [Displaysense](#):**

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. Displaysense has a wealth of experience in design and manufacturing and has been able to develop an ever growing standard range of over 5,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, mannequins, office displays, exhibition stands, catering supplies and even items for the home.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors, exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities and even home consumers.

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